

# GEN X / Millennial's Subcommittee Report

Feb. 3, 2015

# SWOT ANALYSIS

## *Strengths*

### **PEOPLE**

- Highly educated adult population, high median income yet non ostentatious, community pride, artistic, Town of mentors

### **PHYSICAL ASSETS**

- Open space, proximity to larger towns & NYC, home values per \$ and agriculture

### **SCHOOLS**

- Blue ribbon, great playgrounds and athletic fields, great kids

# SWOT ANALYSIS

## *Mid & Long Term Opportunities*

### **Enhance Community Connectedness**

- Build sidewalks, lighting and greenways linking school campus to Town Center

### **Enhance Technology Infrastructure**

### **Improve Web Presence and Social Media**

### **Create Mixed-Use Plan for Larger Town Center**

# SWOT ANALYSIS

## *Immediate Opportunities*

Tap into our greatest strength, Weston residents,  
to answer the home buyers question  
**“Why Weston.”**

# *Immediate Opportunities*

- Create a “Why Weston” committee of Ambassadors
- Create a “Weston Intergenerational Project”
- Produce a “Why Weston” video
- Support with “Why Weston” talking points
- Deliver consistent, contemporary messages

# Why Weston - Ambassadors

- Town ambassadors meet one-on-one with potential buyers
- Identify and prep ambassadors through SPC
- Coordinate with real estate agents
- Educate agents through presentations, open houses and emails

# Why Weston Intergeneration Project

*Link senior & retired professionals with home-based businesses*

- Use Weston Kiwanis to identify volunteers
- Create mentoring events
- Circulate on social media
- Track successes

Please join the Facebook Page:  
Weston's Intergeneration Project

# Why Weston - Video

- Circulate on Social Media
- Optimize for Google searches
- Feature on Town website
- Offer to Town organizations
- Distribute to Real Estate Companies

Produced by Higgins Group:

<https://www.youtube.com/watch?v=ZaiOVB5uO8E>

Produced by William Pitt:

<https://www.youtube.com/watch?v=5g58myMtx4A>

# Why Weston - Talking Points

*Replace rumors with accurate information*

- Show taxes are offset by lower home prices
- Clarify travel times to goods and services
- Highlight daycare choices, faith communities & recreational amenities
- Prove Weston is connected & contemporary

# Talking Point

## Weston - an Agri-hood

The New York Times

HOME SEARCH

TRY TIMES INSIDER

kerr

FOOD

### Farm-to-Table Living Takes Root

By KATE MURPHY MARCH 11, 2014

79 COMMENTS

Email

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Tweet

Pin

Save

More

BROOKLYN  
ACADEMY AWARD  
NOMINATIONS  
INCLUDING  
BEST PICTURE  
BEST ACTRESS

GILBERT, Ariz. — In many American suburbs, outward signs of life are limited to the blue glow of television screens flickering behind energy-efficient windows. But in a subdivision of this bedroom community outside Phoenix, amid precision-cut lawns and Craftsman-style homes, lambs caper in common green areas, chickens scratch in a citrus grove and residents roam rows of heirloom vegetables to see what might be good for dinner.

The neighborhood is called [Agritopia](#), and it's one of a growing number of so-called agrihoods, residential developments where a working farm is the central feature, in the same way that other communities may cluster around a golf course, pool or fitness center. The real estate bust in 2008 halted new construction, but with the recovery, developers are again breaking ground



SLIDE SHOW | 11 Photos

Your Friendly Neighborhood Farm

Laura Segall for The New York Times

[http://www.nytimes.com/2014/03/12/dining/farm-to-table-living-takes-root.html?\\_r=0](http://www.nytimes.com/2014/03/12/dining/farm-to-table-living-takes-root.html?_r=0)

**So, hit me again.  
Why's Gen X suggesting all this?**

***Short term success builds  
long term momentum***

UNC School of Government "Small Towns, Big Ideas"

[http://www.sitka.net/Downloads/Small\\_Towns.pdf](http://www.sitka.net/Downloads/Small_Towns.pdf)